

SURF



A Comprehensive Launch Strategy

SURF establishes business credibility, drives brand awareness.

Challenge

The logo for SURF, featuring the letters 'S', 'U', 'R', and 'F' in a bold, blue, sans-serif font. The letter 'U' is stylized with a blue circle in the center, and the letters 'S', 'R', and 'F' have a slight 3D effect with a lighter blue shadow on their right side.

SURF Security emerged from stealth mode to launch its SURF Zero-Trust Secure Enterprise Browser and needed to [get the attention of global CISOs](#).

Solution

Create a strong, comprehensive marketing strategy with focus on inbound marketing supported by social media, PR, and valuable content to reach target audience and media.



Results

- Highly targeted media exposure reaching a total of 311,057,400 readers.
- 97% increase in website traffic.
- 93.5% increase in LinkedIn followers.
- 95.5% increase in LinkedIn visitors.



News Clippings



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Product Reviews

OUT OF STEALTH: New SURF Zero-Trust Enterprise Browser

November 2022 by Marc Jacob

14^{ème}
ÉDIT

The newly available SURF zero-trust, identity-first enterprise browser reinforces organizational security by providing the critical visibility necessary to prevent attacks while simultaneously ensuring every user's privacy. The platform streamlines collaboration and delivers easy, secure

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5 Security Leaders Weigh in on Securing Identity and Access in 2023

by Gabriel Avner on December 20, 2022

0:00



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Build a customer-facing app like a SaaS company

SaaS vendors know a good app is built on a value proposition, business model, developer community, and success metrics.



By Isaac Sacolick

Contributing Editor, InfoWorld | DEC 26, 2022 3:00 AM PST



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Moty Jacob
CEO of SURF Security

“ Launching a company is exhilarating, especially when you’ve created a unique, paradigm-shifting tech. Amy immediately grasped the benefits of our zero-trust enterprise browser.

Long story short, we had a very successful launch and having the K2 team and Amy at hand was very impactful – and still is. Thanks to their assistance, we’re making a strong and lasting impression on the market. ”



About SURF



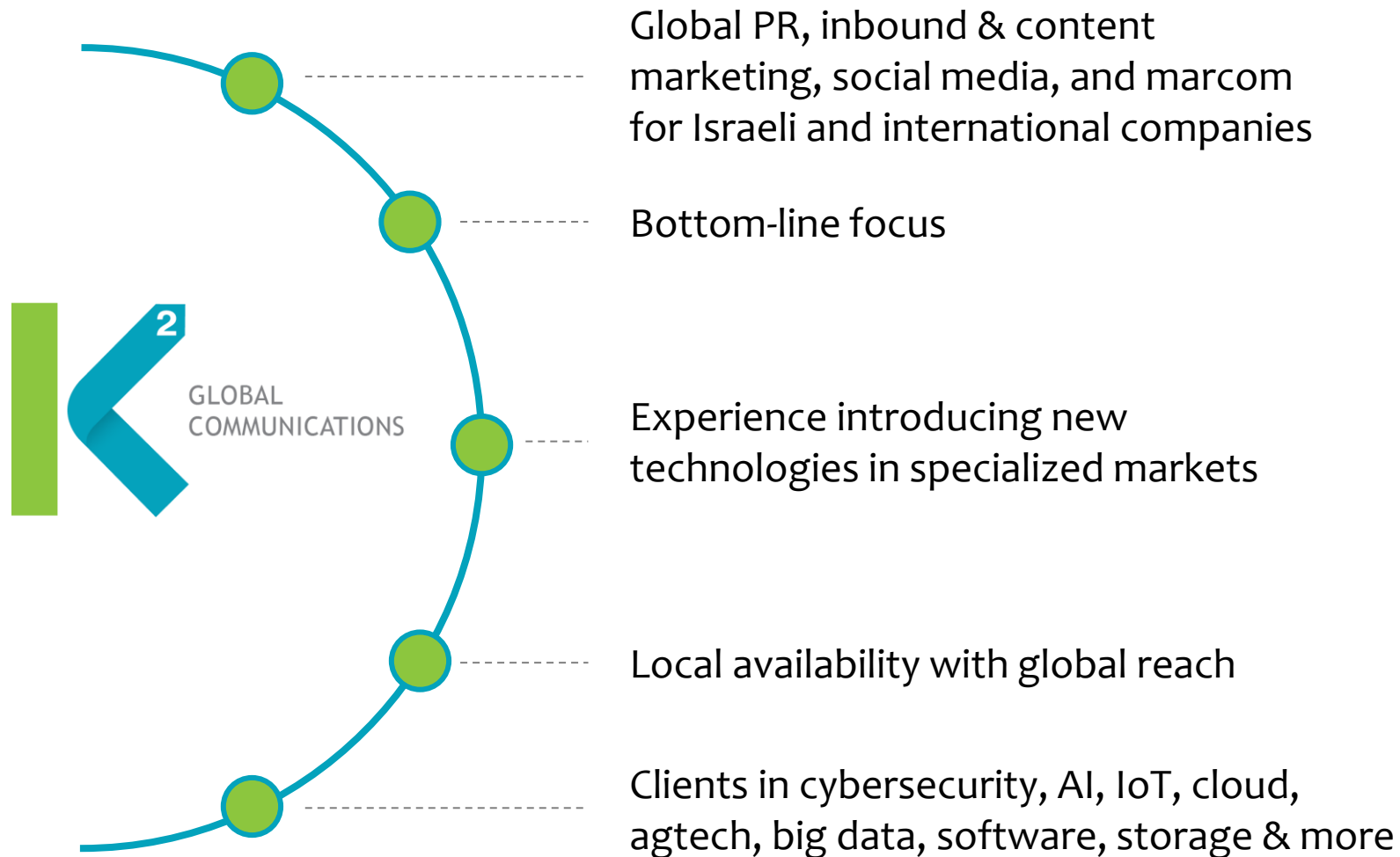
SURF Security has transformed the browser into the strongest security asset while providing complete end-user privacy – all with full compliance.

Through this centralized platform, SURF insists on Zero-Trust identity-first access to all SaaS and corporate assets to guarantee a secured and frictionless user experience.

SURF enhances security, performance, and productivity for end-users and applications – faster than ever before.

<https://SURF Security.com/>

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Thank You!

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